

## Message Text

UNCLASSIFIED

PAGE 01 TEGUCI 03251 142152Z  
ACTION ARA-14

INFO OCT-01 ISO-00 EB-07 /022 W  
-----058432 150338Z /70  
R 142104Z JUL 77  
FM AMEMBASSY TEGUCIGALPA  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 7206

UNCLAS TEGUCIGALPA 3251

E.O. 11652: N/A  
TAGS: BEXP, HO  
SUBJ: WTDR/FTI

REF: USDOC 10269

1. HONDURAS 2. CNTRY CODE: 215 3. SER. NO: NA

4. CERVECERIA HONDURENA, S.A.

5. APARTADO POSTAL 86; SALIDA A PUERTO CORTES

6. SAN PEDRO SULA, HONDURAS

7. ESTABL: 1916 8. EMPL: NA 9. SIZE: (19-X) LARGE

10. REPUTATION: (22-X) EXCELLENT

11. SELLS ITS PRODUCTS IN HONDURAS.

12. RPT. DATE: 07/77

13A. 20860/03 MFR AND DIST OF BOTTLED SOFT DRINKS.

13B. 20820/03 MFR AND DIST OF BOTTLED BEER.

13C. 20970/03 MFR AND DIST OF ICE IN BLOCKS.

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14. CONTACT: MICHAEL ROTOLO, TITLE: MANAGER

15. CABLE: CERHON 16. TELEX: NA 17. TEL: 521632

18. FINANCIAL REFS: BANCO ATLANTIDA, S.A., 3 AVE. 1 CALLE N.O.,  
SAN PEDRO SULA.

19. TRADE REFS: CAMARA DE COMERCIO E INDUSTRIAS DE CORTES, AVE.  
DE CIRCUNVALACION, SAN PEDRO SULA.

20. NONE REPRESENTED.

21. THIS FIRM IS THE LARGEST MANUFACTURER OF SOFT DRINKS AND BEER  
IN HONDURAS. IT IS THE ONLY BREWERY IN HONDURAS AND HOLDS THE  
CONCESSION FOR BOTTLING COCA COLA AND CANADA DRY. THE FIRM'S  
MAJOR STOCKHOLDER IS THE STANDARD FRUIT AND STEAMSHIP COMPANY,  
P.O. BOX 50830, NEW ORLEANS, LA. ITS MAIN OFFICES AND BOTTLING  
PLANT ARE LOCATED IN THE OUTSKIRTS OF SAN PEDRO SULA. IN  
1964 THE CERVECERIA TEGUCIGALPA, S.A. A BREWERY AND BOTTLING  
PLANT IN TEGUCIGALPA, MERGED WITH THE CERVECERIA HONDURENA,  
S.A. AND CONTINUES TO OPERATE UNDER THIS NAME. BANKING SOURCES  
REPORT THAT THIS FIRM OPERATES SUCCESSFULLY UNDER SOUND AND  
CAPABLE MANAGEMENT, AND IT DOES NOT SEEK BANK CREDIT  
FACILITIES. THE POST CONSIDERS THE SUBJECT AN EXCELLENT TRADE  
CONTACT FOR U.S. FIRMS.

22. PREPARED BY: H. CASTILLO, APPROVED BY: M. KROMHOUT.  
BECKER

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Sent Date:** 14-Jul-1977 12:00:00 am  
**Decaption Date:** 01-Jan-1960 12:00:00 am  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01-Jan-1960 12:00:00 am  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
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**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D770251-1199  
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**Litigation History:**  
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**Message ID:** 7d6b566b-c288-dd11-92da-001cc4696bcc  
**Office:** ACTION ARA  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
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**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Retention:** 0  
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**Review Exemptions:** n/a  
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**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 1856001  
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**Status:** NATIVE  
**Subject:** WTDR/FTI  
**TAGS:** BEXP, HO  
**To:** COM  
**Type:** TE  
**vdkgvwkey:** odbc://SAS/SAS.dbo.SAS\_Docs/7d6b566b-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009